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Rpts - 3

Approved For Release 2001/03/03 : CIA-RDP78-05927A000100040110-3

16 August 1973

**MEMORANDUM FOR:** DDI Planning Officer

**SUBJECT :** FY 1973 Production Data for the Directorate Annual Report

**REFERENCE :** Your memo dated 1 August 1973, Same Subject

1. The OBGI production program involves four major activities:

- a. Research and production of geographic intelligence reports and support services.
- b. Production of maps and graphics.
- c. Conduct of an interagency map procurement program and provision of specialized map reference services.
- d. Coordination and processing of National Intelligence Survey publications.

2. We ascertain customer needs and degree of satisfaction as follows:

a. Geographic intelligence research and production

(1) Analysts keep in frequent substantive contact with colleagues and major customers so that the Office can anticipate needs and effectively craft its products. We advise customers of Office capabilities as problem situations and policy issues develop and confirm consumer interest in research projects we have under consideration. The Intelligence Map Program is guided by the results of an extensive 1971 user survey, updated as necessary to reflect changing priorities.

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(2) Indications of customer satisfaction are more implicit than explicit. We rarely hear when a project is well received. Often, the contribution of geographic intelligence is blurred by others which may be more directly a factor in dealing with the issue. But we solicit response where feasible, and take guidance from less direct forms of feedback -- requests for additional studies, requests for additional copies, and verbatim use of our material in publications of other Offices and Agencies.

**b. Production of maps and graphics**

(1) Needs of major customers are routinely monitored by Cartography Division management through telephonic contact with key officers. Close association between line personnel of Cartography Division and the production staffs of components served also aids us to stay abreast of customer needs and requirements.

(2) The degree of customer satisfaction with cartographic products is generally evident. Maps and graphics are important parts of the reports or briefings for which they are produced, and we know quickly when we failed in any respect. Written and oral testimonials indicate a high level of customer satisfaction.

**c. Map procurement and map reference services**

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(2) Customer needs and requirements for map reference services are less clear-cut. They tend to be variable, largely unpredictable, and often the result of sudden political or military crises somewhere in the world. Since it is almost impossible to ascertain customer requirements with any degree of certainty, copies of virtually all available foreign maps must be procured and kept on hand at all times.

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Customers are kept aware of newly acquired materials through bulletin board displays, briefings on Map Library services, and issuance of accession lists, catalogs, and special map notices.

(3) Information on customer satisfaction is solicited through the deliberations of IMPAC and the one-to-one contacts of map reference personnel with working-level customers.

d. National Intelligence Survey Program

(1) Feedback on customer needs and requirements for the NIS is acquired principally through comprehensive user surveys. The last survey was conducted in 1969; plans for a follow-up survey in 1974 were cancelled following the Director's decision to terminate the Program. The NIS Committee has also functioned as a clearinghouse for ad-hoc comments and suggestions on needs of the Intelligence Community.

(2) Customer satisfaction with NIS products is sought through the user surveys referred to above and through the mechanism of the NIS Committee.

3. Major output and customers:

a. Geographic Intelligence research and production

Geographic reports.....23 man-years  
IM's, IR's, Atlases -- Intelligence Community at large  
Research papers -- Regionally oriented working  
elements of Intelligence Community  
Support projects -- Requester only, mainly State  
among rare external customers

Intelligence Map Program.....17 man-years  
Special Intelligence Graphics (joint with DoD)  
-- Intelligence Community at large

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Research support to interagency  
committees and working groups ..... 10 man-years  
Typescript memoranda, briefings  
-- Policy officials in White House,  
State, NASA, and DoD

b. Production of maps and graphics

Ninety-one percent (91%) of Cartography Division  
production in FY 1973 consisted of maps and graphics  
contributed to formal publications of the DDI, the DDS&T,  
and the DCI area. Most of these products may be assumed  
to have served external customers. The remaining, ad-hoc,  
production also went in large part to external recipients.

Production Statistics -- FY 1973

<u>Requesting Component</u>	<u>Items</u>
Office of Current Intelligence	1243
Office of Strategic Research	798
Office of Economic Research	734
Office of Scientific Intelligence	678
Office of Basic and Geographic Intelligence	583
Foreign Missiles & Space Analysis Center	363
COMREX	229
Directorate of Operations	188
Office of the Director	161
Miscellaneous DDI	118
Office of National Estimates	108
Directorate of Management & Services	94
Miscellaneous DDS&T	75
Non-CIA	144
Total	<u>5516</u>

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c. Map procurement and map reference services

Map procurement -- 106,000 maps and related publications, about 50% to non-Agency IMPAC recipients, including NSA, DIA, Defense Mapping Agency, and Library of Congress.


Map reference service -- 24,700 requests received (CIA - 68%, State - 24%, DoD - 5%, other - 3%); slightly over 1 million maps and related publications disseminated (CIA - 62%, State - 7%, DoD - 29%, other - 2%).

d. National Intelligence Survey Program

Twenty-seven (27) General Surveys were published and disseminated in about 500 copies each. Two issues of the Basic Intelligence Factbook were published in both classified (2,500 copies) and unclassified (1,000 copies) versions. Major customers were:


<u>Customer</u>	<u>General Survey</u>	<u>Factbook</u>
Defense	59%	55%
CIA	27%	17%
State	8%	25%
Other USIB	3%	2%
Non-USIB (including W.H. and NSC)	3%	1%

STATINTL

  
Acting Director  
Basic and Geographic Intelligence

Distribution:

- O&I - Addressee
- 1 - Ch/St/A
- 1 - Each OBGI Division Chief
- 2 - D/BGI

DD/BGI:  :jmc/2633(16 Aug 1973)